1999 ADVERTISING KIT

1999 ADVERTISING KIT

Enclosed you will find materials for advertising Red Wing shoes and boots for 1999. We've created a variety of ads in print and radio product specific categories to help you better promote and sell Red Wing shoes and services. Those categories are: ComfortForce®, Steel Toe, Grip-Tec®, Pecos®, Waterproof and Insulated, TECH-TOE®, Work Casual, sales, service and general Red Wing ads. In addition, we have provided everything you would need to create your own customized advertising. Product segment logos (i.e., Pecos®, ComfortForce®) may be used in advertising but, ***the Red Wing logo must appear in every ad to qualify for co-op reimbursement.***

You may order additional ad slick kits by contacting Customer Service at 1-800-328-9453.

Note: *It is very important to use the logos and product cuts in the sizes provided. They will not reproduce well when enlarged or reduced in size.*

RED WING SHOES®

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Introduction to the Identity System

What is it?

The identity system specifies basic visual design elements and systematizes their use in a variety of applications to give the brand its own look and style.

Red Wing Shoe Company, Inc. identity goes all the way back to 1905 when the company first began. It was at this time when the distinctive "wing" logo appeared. As the company grew the logo identity for the most part remained the same. Some deviations to the logo occurred over time, but the basic concept behind the logo has remained unchanged. New logos were created for new brands and new brand segments as they occurred.

This guide was created to help people preparing or approving visual materials understand logo usage and help them conform to the system that is now in place.

The Corporate Structure

There are six distinct business operations and/or Brands within the company that all have their own unique look and style.

- **Red Wing Shoe Company, Inc. (the parent company)**
- **Red Wing Shoes®**
- **WORX™**
- **Vasque®**
- **Irish Setter®**
- **Red Wing Shoe Store (the retail distribution)**

Each area has its own rules for logo usage. This guide will specify the core elements for logo usage for the Red Wing Shoes brand only and it's product segments. Logo usage for the remaining business operations will be supplied at a later date.

Core elements:

The core elements for the brand identity are the brand logo, the color system, and the signature system. This is an example of the Red Wing Shoes brand logo, color system, and signature system.

- ***Red Wing Shoes® brand logo***

- ***Color System***

Red PMS 186

Black

White

- ***Signature System***

Since 1905

Why bother?

Unchecked, the business operations and/or distribution helps foster a proliferation of disparate and unorganized names, graphic styles, packaging and signage that don't look as though they come from the same corporate entity. Or that suggests to customers, prospects or the public at large that the left hand doesn't know what the right is up to.

Inconsistent usage makes the Red Wing Shoes brand look chaotic, unorganized, inefficient and out-of-date.

It also costs Red Wing Shoes brand a great deal of money in the form of duplicated efforts: design time and fees, short runs vs. cost-saving long runs.

Consistent and correct usage, on the other hand, can provide a set of positive impressions: organized, efficient, up-to-date, in control. With it, it can make our business and position in the marketplace better understood. And, it can save money and time.

The identity system as it exists in this guide is nothing. It is only valuable if it is applied out in the marketplace where every message and impression matters.

What is the policy?

Red Wing Shoes brand identity system is to be followed in design, approval and production of all visual materials.

The purpose of the system is to ensure consistency; very few exceptions are expected.

Review of visual materials will be held to assure adherence.

What to do if you have a question?

Please contact the Red Wing Shoe Company, Inc. advertising department if you have any questions regarding this identity system. Please allow ample lead time so that we can help you make the right decisions in time for any deadlines you may have.

If there's a question - please ask first before production.

Red Wing Shoes brand logos

Following are the brand logo, color systems and signature systems for the Red Wing Shoes brand. These are the preferred logos to be used to represent the brand in all forms of advertising, public relations and/or promotional materials. Materials that do not use these logos will not be eligible for co-op dollars under the Red Wing Shoes co-op guidelines.

Logos should appear prominently in all forms of advertising. Logos should be of adequate size to be highly legible so that materials are easily recognized as Red Wing Shoes materials. Materials that do not adequately represent the Red Wing Shoes brand may be denied co-op dollars under the Red Wing Shoes co-op guidelines.

• Color System

Black

White

Red Wing Shoes® brand logo on white or light colored fields:

Red Wing Shoes® brand logo on black or dark colored fields:

• Color System

Black

White

• Signature System

Since 1905

Red Wing Shoes® brand logo on white or light colored fields:

Red Wing Shoes® brand logo on black or dark colored fields:

Red Wing Shoes® brand logo on white or light colored fields:

- ***Color System***

Red PMS 186

Black

White

Red Wing Shoes® brand logo on black or dark colored fields:

- ***Color System***

Red PMS 186

Black

White

Red Wing Shoes® brand logo on white or light colored fields:

- ***Color System***

Red PMS 186

Black

White

- ***Signature System***

Since 1905

Red Wing Shoes® brand logo on black or dark colored fields:

- ***Color System***

Red PMS 186

Black

White

- ***Signature System***

Since 1905

ComfortForce® product segment logo on white or light colored fields:

- *Color System*

Black

White

ComfortForce® product segment logo on black or dark colored fields:

- *Color System*

Black

White

ComfortForce® product segment logo on white or light colored fields:

- *Color System*

Red PMS 186

Black

White

ComfortForce® product segment logo on black or dark colored fields:

- *Color System*

Red PMS 186

Black

White

Red Wing Shoes product segment logos

The following logos represent specific product segments of the Red Wing Shoes brand. They may be used in various Red Wing Shoes brand advertising, public relations and/or promotional materials.

It is recommended that these logos be used in conjunction with the Red Wing Shoes brand logos previously listed. Materials that do not use the Red Wing Shoes brand logos will not be eligible for Red Wing Shoes brand co-op under the Red Wing Shoes brand co-op guidelines.

Red Wings for Women® product segment logo on white or light colored fields:

- ***Color System***

Black

White

Red Wings for Women® product segment logo on white or light colored fields:

- ***Color System***

Red PMS 186

Black

White

Pecos® product segment logo on white or light colored fields:

- ***Color System***

Black

White

Pecos® product segment logo on white or light colored fields:

- ***Color System***

Red PMS 186

Black

White

Red Wing Shoes® brand logo words on white or light colored fields:

- *Color System*

Black

White

Red Wing Shoes®

Red Wings® brand logo words on white or light colored fields.:

- *Color System*

Black

White

Red Wings®

Grip-Tec® product segment logo on white or light colored fields:

- *Color System*

Black

White

GRIPTEC®

Grip-Tec® product segment logo on black or dark colored fields:

- *Color System*

Black

White

GRIPTEC®

RED WING SHOES®
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Red Wing Comfort Force IMPACT ABSORPTION SYSTEM®
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Red Wing Comfort Force IMPACT ABSORPTION SYSTEM®

Red Wings for WOMEN®
GRIPTEE®
PEGOS®

Welcome to Red Wing's 1999 Radio Program

It is with great pleasure that Red Wing presents this year's radio kit to our dealers. Take a moment to look through this manual and I think you will find that this year's radio program gives you more options and greater flexibility than ever before. The 1999 Radio Program was created to work in tandem with the '99 TV campaigns, as well as the outdoor, print and collateral. Each spot was designed with your needs in mind: to drive customers to your stores and give them compelling reasons to buy. Have a listen. And enjoy!

1999 WORK HARD RADIO

In 1998, Red Wing traveled across the country interviewing real Red Wing wearers while on the job. Each person we spoke to had a different opinion about what hard work means to them but their brand loyalty was unanimous: Red Wings are the only boots for people like them, who work hard and take pride in what they do.

What follows are the as-recorded dialogue for seven :50 spots and seven :25 spots. Each spot has a musical "bed" at the end which you can tailor with your own tags or choose from the tags we have provided in this manual (pages18-19). The code numbers correspond to the numbers listed on your CD.

:50 Radio-as produced script

Code # '99-1

My name is John Kirby. I'm an iron worker at Local 47 in New York.

Red Wing Shoes presents hard work across America.

Hard work is the way this country was built, it's the way New York City was built and it was a tradition in my family ever since, you know, I started walking. And so hard work means to me just what America means.

You have to feel your feet underneath you at all times, you're working and you're walking on different surfaces–concrete, steel, wood, planks–so that's why Red Wing work boots are important to me because they're so comfortable that I don't have to worry about where my feet are when I'm on the steel.

I love what I do, I wouldn't do anything else.

ComfortForce®. Comfort that never quits. Red Wing Shoes. Work hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-2

My name is John Kirby. I'm an iron worker at Local 47 in New York.

Red Wing Shoes presents hard work across America.

Hard work is the way New York City was built. Hard work means to me just what America means.

Red Wing work boots are important to me because they are so comfortable that I don't have to worry about where my feet are.

I love what I do, I wouldn't do anything else.

ComfortForce®. Comfort that never quits. Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-3

I'm Jamie Shannon. I'm a chef at Commander's Palace, here in New Orleans.

Red Wing Shoes presents hard work across America.

Hard work consists of being where you should be at the right time and like I said, I spend a long time on my feet.

I wear Red Wings with Grip-Tec® because they're slip-resistant and working in the kitchen you need to have safe shoes.

My Red Wing's I wear are steel tipped. I like the steel tip because it's a busy kitchen. People steppin' on your toes, more than one way or the other. This gives you a little bit of protection.

We have 43 cooks in our brigade. I tell my guys in the kitchen they should wear Red Wings. I swear by my Red Wings.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-4

I'm Jamie Shannon. I'm a chef at Commander's Palace here in New Orleans.

Red Wing Shoes presents hard work across America.

Hard work consists of being where you should be at the right time and like I said I spend a long time on my feet. I wear Red Wings with Grip-Tec®. We have 43 cooks in our brigade. I tell my guys in the kitchen they should wear Red Wings. I swear by my Red Wings.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-5

My name is Stacey Lewazieux. I'm a blaster with Controlled Demolition Incorporated. We are placing the explosives for the felling of the Jack Frost Sugar Plant in Philadelphia, Pennsylvania.

Red Wing Shoes presents hard work across America.

Hard work to me is something you don't want to do. What we do is fun work. My grandfather started this business back in the late 1940's. My father started, who is now the president, started blasting when he was 8.

I was born and bred in this industry. I shot my first bridge when I was 3 years old in Zanesville, Ohio and it's just been in my blood ever since. Everybody in my family from the first generation that started in this business on down has worn Red Wing boots, because it's part of the company uniform.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-6

My name is Stacey Lewazieux. I'm a blaster with Controlled Demolition Incorporated.

Red Wing Shoes presents hard work across America.

Hard work to me is something you don't want to do. What we do is fun work. I was born and bred in this industry. Everybody in my family from the first generation that started in this business on down has worn Red Wing boots, because its part of the company uniform.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-7

I'm Rulan Perry. I work at a gold mine in Utah.

Red Wing Shoes presents hard work across America.

I have to work hard to make a living and I'm in dirt and grease and diesel and water the whole day long.

But I've never had wet feet, my feet stay dry with Red Wing Shoes.

Yes, I've been buying and wearing Red Wing Shoes for 40 years. The ones I wear really protect my feet. My feet are not as young as they use to be and they're used to Red Wing Shoes and so I'll be wearing them until I lay down horizontally.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-8

I'm Rulan Perry. I work at a gold mine in Utah.

Red Wing Shoes presents hard work across America.

I have to work hard to make a living and I'm in dirt and grease and diesel and water the whole day long. But I've never had wet feet, my feet stay dry with Red Wing Shoes. If your feet are comfortable then you're comfortable all day.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-9

My name is Vern Hodgeson. I work at the Ball Foster Glass Plant in Seattle, Washington.

Red Wing Shoes presents hard work across America.

Hard work is a steady pace–doing something that maybe your average untrained person can not do.

When you're tired when you go home you know you've been doing something. I wear Red Wing boots because I found that's the only thing that really holds up and it's one of the few boots that will last and keep my feet dry.

We're in Seattle, it rains a lot in Seattle, everybody knows that, so there is a constant moisture problem and I work in a terrible environment with grit and with glass and petroleum products and Red Wings are the only thing I've found that hold up in those conditions.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-10

My name is Vern Hodgeson. I work at the Ball Foster Glass Plant in Seattle, Washington.

Red Wing Shoes presents hard work across America.

We're in Seattle, it rains a lot in Seattle, everybody knows that, so there's a constant moisture problem and I work in a terrible environment with grit and with glass and with petroleum products and Red Wings are the only thing I've found that hold up in those conditions. Pretty much sums it up.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-11

My name is Pete. We're in Baton Rouge, Louisiana. I'm a trouble shooter for a utility company, for an electric utility company.

Red Wing Shoes presents hard work across America.

Ice storms are some of the hardest jobs I've been on. You can be out there for 15 or 16 hours. So you better be as comfortable as you can.

I've worked 5 or 6 hurricane jobs but I think ice storms are the worst. You know when they say if your feet hurt you hurt. This is true. I'm wearing the ComfortForce® from Red Wing. They're the most comfortable shoes I've worn.

I've worn other Red Wing boots but I like the ComfortForce®. I wear the most comfortable shoes I can find. Take care of your feet and they take care of you.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-12

My name is Pete. We're in Baton Rouge, Louisiana. I'm a trouble shooter for a utility company.

Red Wing Shoes presents hard work across America.

I wear the most comfortable shoes I can find all the time. I'm wearing the ComfortForce® from Red Wing. Take care of your feet and they take care of you.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

:50 Radio-as produced script

Code # '99-13

I'm Lauren Borg and we're at Cokato, Minnesota and this is my son, Steven.

Hi, I'm Steve Borg and were trying to finish harvest.

Red Wing Shoes presents hard work across America.

Hard work, it means you expend yourself. There's a physicalness to it. When you wake up in the morning and you hit the ground running and you keep going until the day is done.

Feet that hurt can't work. You have to be comfortable.

You've always worn Red Wings ever since I can remember and it was just a natural progression to jump into those boots myself. They're the toughest type of boots out there.

Red Wing Shoes. Work Hard.

:10 Music for dealer tag

:25 Radio-as produced script

Code # '99-14

I'm Lauren Borg, this is my son, Steven.

Hi, I'm Steve Borg.

Red Wing Shoes presents hard work across America.

Feet that hurt can't work. You have to be comfortable.

You've always worn Red Wings ever since I can remember and it was just a natural progression to jump into those boots myself. They're the toughest type of boot out there.

Red Wing Shoes. Work Hard.

:05 Music for dealer tag

Dealer Tags

The following tags have been provided for your use with the Work Hard spots which precede this section. To give you the most flexibility we have included tags about boot styles, tags that can be used for sales or promotions, tags that are seasonal and all-purpose tags. Each tag allows you to customize your radio spots while still maintaining a strong brand message.

:10 Dealer tags

ComfortForce®

For the boots hard workers everywhere know they can count on for comfort, ask about Red Wings at (dealer name and locations here.)

ComfortForce®

For boots that keep you comfortable from nine to five and beyond, ask about Red Wings at (dealer name and locations here.)

Heavy Industrial

For the toughest boots your hard earned money can buy, ask about Red Wings at (dealer name and locations here.)

Waterproof/Insulated

For boots that keep you warm and dry no matter what comes your way, ask about Red Wings at (dealer name and locations here.)

Grip-Tec®

For boots that help you hold your ground better than any other brand, ask about Red Wings at (dealer name and locations here.)

Service

Anyone can sell you a boot that fits your foot. Only Red Wing dealers sell you boots that fit your job. See (dealer name and locations here.)

Seasonal-winter

Winter's coming. We say bring it on. See (dealer name and locations) for your pair of Red Wings. The boots hard workers everywhere count on for superior protection.

Seasonal-spring

Spring is wet, muddy and sloppy. For people who work hard, that's no excuse to stay home. See (dealer name and locations) for your pair of hard working Red Wings.

Sale-weather related

Around here, there's only one boot that can stand up to constant abuse from mother nature. Red Wings. On sale now at (dealer)

Sale-work related

If your job is tough on boots, there's only one brand people have counted on for over ninety years. Red Wings. On sale now at (dealer)

Sale-store wide

When you put your hard work on the line every day, you need a boot that stands right there with you. Red Wings. On the job since 1905. On sale now at (dealer/location)

Sale-store wide

When work gets tough, more people rely on Red Wings than any other brand. Red Wings. Trusted to last through anything. On sale now at (dealer)

Any boot, any where, any time

To some people, a job is more than just a job. It's a source of pride. Red Wing Shoes. See (dealer, location) and try on a pair of (boot).

Any boot, any where, any time

Work hard. Play hard. Wear good boots. Everything else in life is just details. Red Wing Shoes. See (dealer, location) and try on a pair of (boot).

Any boot, any where, any time

Some boots just work harder than others. Red Wings. Built for your toughest days. See (dealer, location) for the full line of Red Wings.

Any boot, any where, any time

There's only one way to take the edge off a hard day. Red Wings. Boots you can count on. See (dealer, location) for the full line of Red Wings.

The Stand Strong Anthem

We have provided the 4:35 Stand Strong Anthem for use in your stores, at employee meetings, seminars, etc. It captures in lyrics and music the true brand essence of Red Wing Shoes and is a great motivational tool for your employees and customers.

Please note: The full-length version of the anthem was written expressly for Red Wing Shoe Company, Inc. and can not be used on the air without prior written permission from the composers listed on your CD.

Dealer Scripts

The following scripts allow you to build your own radio spots. These scripts may be used with the Stand Strong anthems provided on your CD. See Code #'s '99-20, '99-21, '99-22, '99-23 for four different versions of the music.

:15 Grip-Tec®

When safety counts, there's only one boot hard-working people rely on to stand their ground. Red Wings with Grip-Tec® slip-resistant soles. See (dealer name and locations) about Red Wings with Grip-Tec®. Red Wing Shoes. Work Hard.

:30 Grip-Tec®

On any given day, there's a grease spill or a puddle of water with your name on it. Protect yourself with a pair of Red Wing boots with Grip-Tec® soles. Only Red Wings with Grip-Tec® combine superior slip-resistance with comfort and durability you can count on year in and year out. See (dealer name and locations) for your pair of Red Wings with Grip-Tec®. Red Wing Shoes. Work Hard.

:15 Waterproof/Insulated

Bitter cold. Nasty wind. Hard rain. What will mother nature cook up next? No matter what the answer is, you can count on Red Wing boots. For your pair of waterproof or insulated Red Wings, see (dealer name and location). Red Wing Shoes. Work Hard.

:30 Waterproof/Insulated

Mother nature can sure change her mind in a hurry. One minute it's a blue bird day, the next you're wringing water out of your hat. That's why people who show up to work rain or shine count on Red Wing boots. They're your best protection when bad weather hits. So bring on the rain. Welcome the snow. Fear not the hail. When you've got your Red Wings on, your feet are safe with us.

For your pair of waterproof or insulated Red Wings, see (dealer name and location). Red Wing Shoes. Work Hard.

:15 ComfortForce®

For some people, work doesn't fit between nine and five. That's why there's Red Wings with ComfortForce®. The only boot you can rely on well past quitting time. See (dealer name and locations) for your pair of Red Wings with ComfortForce®. Red Wing Shoes. Work Hard.

:30 ComfortForce®

Eight hour days have a way of turning into ten hour days. Or fourteen hour days. Or twenty hour days. The truth is, someone has to get the job done. If that "someone" is you, may we suggest Red Wings with ComfortForce®. It's the only boot that combines durability with comfort you can rely on well past five o'clock. See (dealer name and locations) for your pair of Red Wings with ComfortForce®. Red Wing Shoes. Work Hard.

Dealer Radio

Code #'s '99-16, '99-17, '99-18, '99-19

These radio spots feature the Stand Strong Anthem and a short block of copy with a brand message. They can be customized by adding any of the :10 second tags listed in pages 18-19 or you can write your own tags. The recorded copy reads as follows:

Version 1

Red Wing Shoes are worn by more hard-working people at thousands of job sites worldwide. You can't get a stronger recommendation than that.

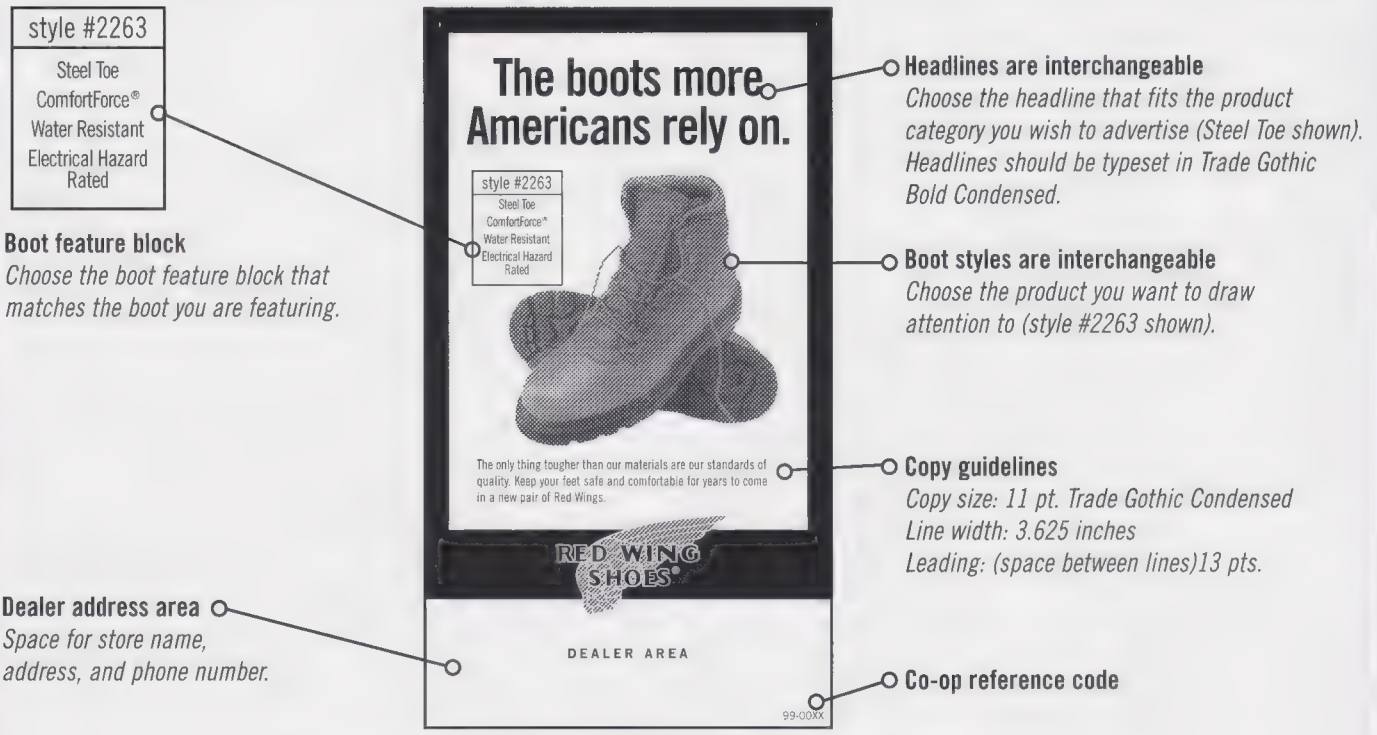
Version 2

The world is full of unsung heroes. Men and women who don't let up till the work is done. For them, we make Red Wings. The world's best-made boot.

RED WING SHOES®

Guidelines for creating successful print advertising

This year we want to provide you with the resources to make your print ads more successful. We are providing a wide variety of ad sizes in many categories. Below is a description and some helpful tips to get you off to a great start. On the following pages are pre-made ad slicks that can be clipped and sent directly to your publication. These ad slicks are also good reference should you choose to create your own ad using only a border, a logo, and boot visuals. Along with pre-made ad slicks, we are providing additional borders, boot visuals, boot feature blocks, and logos.


style #2263
Steel Toe
ComfortForce®
Water Resistant
Electrical Hazard Rated
The boots more Americans rely on.
style #2263
Steel Toe
ComfortForce®
Water Resistant
Electrical Hazard Rated
The only thing tougher than our materials are our standards of quality. Keep your feet safe and comfortable for years to come in a new pair of Red Wings.
RED WING SHOES®
DEALER AREA
99-00XX

Boot feature block
Choose the boot feature block that matches the boot you are featuring.

Headlines are interchangeable
Choose the headline that fits the product category you wish to advertise (Steel Toe shown). Headlines should be typeset in Trade Gothic Bold Condensed.

Boot styles are interchangeable
Choose the product you want to draw attention to (style #2263 shown).

Copy guidelines
Copy size: 11 pt. Trade Gothic Condensed
Line width: 3.625 inches
Leading: (space between lines)13 pts.

Dealer address area
Space for store name, address, and phone number.

Co-op reference code

Ad size options *There are 4 different size options for your convenience. In addition to these size options, there are other border styles included with these materials should you choose to create a different look from the pre-made ads.*

If you choose to use a particular pre-made ad and would like to show a different product, you simply need to clip out the item and glue it over the existing item in the ad. Or you can request that your publication do it for you. Most will help free of charge or for a small fee. Note that when clipping out items (for instance: a boot visual), you must be careful to leave enough white space around the item to cover the existing item. You can use the guidelines below and the examples on the following pages to help you.

Red Wing Shoes - General Ads

On all ads, substitute your preferred style number, boot visual or copy block.

The boots more Americans rely on.

style #877

Long days. Hard days. Cold and wet days. When it comes to boots you can trust, people rely on their Red Wings more than any other brand.

RED WING SHOES®

DEALER AREA

99-001A

2 column width x 7.5 inch height

The boots more Americans rely on.

style #877

Long days. Hard days. Cold and wet days. When it comes to boots you can trust, people rely on their Red Wings more than any other brand.

RED WING SHOES®

DEALER AREA

99-001B

1 column width x 7.5 inch height

Red Wing Shoes - General Ads

On all ads, substitute your preferred style number, boot visual or copy block.

The boots more Americans rely on.
style #2233
Steel Toe
Long days. Hard days. Cold and wet days. When it comes to boots you can trust, people rely on their Red Wings more than any other brand.
RED WING SHOES®
DEALER AREA
99-001C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - General Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Built for your toughest days.

style #4418
Steel Toe
Insulated

When the going gets tough, the tough know they better take care of their feet. See your dealer about hard-working Red Wing Shoes and boots.

RED WING SHOES®

DEALER AREA

99-002A

2 column width x 7.5 inch height

Built for your toughest days.

style #4418

When the going gets tough, the tough know they better take care of their feet. See your dealer about hard-working Red Wing Shoes and boots.

RED WING SHOES®

DEALER AREA

99-002B

1 column width x 7.5 inch height

Red Wing Shoes - General Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Built for your toughest days.
style #105
When the going gets tough, the tough know they better take care of their feet. See your dealer about hard-working Red Wing Shoes.
RED WING SHOES®
DEALER AREA
99-002C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - ComfortForce® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

2 column width x 7.5 inch height

Stand strong.
style #982
All boots are built with leather, laces and soles. Only Red Wings are built with back bone.
RED WING SHOES®
DEALER AREA
99-003B

1 column width x 7.5 inch height

Red Wing Shoes - ComfortForce® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Stand strong.
style #963
ComfortForce®
All boots are built with leather, laces and soles. Only Red Wings are built with back bone.
RED WING SHOES®
DEALER AREA
99-003C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - ComfortForce® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Comfort that never quits.
style #2264
ComfortForce®
Steel Toe
Electrical Hazard Rated
Only ComfortForce® keeps you going long past quitting time. ComfortForce® is available only in Red Wing Shoes and boots.
RED WING SHOES®
DEALER AREA
99-004A

2 column width x 7.5 inch height

Comfort that never quits.
style #2264
Only ComfortForce® keeps you going long past quitting time. ComfortForce® is available only in Red Wing Shoes and boots.
RED WING SHOES®
DEALER AREA
99-004B

1 column width x 7.5 inch height

Red Wing Shoes - ComfortForce® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Comfort that never quits.
style #4451
ComfortForce® Steel Toe
Only ComfortForce® keeps you going long past quitting time. ComfortForce® is available only in Red Wing Shoes and boots.
RED WING SHOES®
DEALER AREA
99-004C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Steel Toe Ads

On all ads, substitute your preferred style number, boot visual or copy block.

A hard hat for your toes.
style #2231
Steel Toe
At Red Wing Shoes, all of our steel toe footwear meets ANSI standards. For protection above and beyond the call of duty, see your dealer today.
RED WING SHOES®
DEALER AREA
99-005A

2 column width x 7.5 inch height

1 column width x 7.5 inch height

Red Wing Shoes - Steel Toe Ads

On all ads, substitute your preferred style number, boot visual or copy block.

A hard hat for your toes.
style #2233
Steel Toe
At Red Wing Shoes, all of our steel toe footwear meets ANSI standards. For protection above and beyond the call of duty, see your dealer today.
RED WING SHOES®
DEALER AREA
99-005C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Steel Toe Ads

On all ads, substitute your preferred style number, boot visual or copy block.

When safety counts, count on Red Wings.
style #2218
Steel Toe
The only thing tougher than our materials are our standards of quality. Keep your feet safe and comfortable for years to come in a new pair of Red Wings.
RED WING SHOES®
DEALER AREA
99-006A

2 column width x 7.5 inch height

When safety counts, count on Red Wings.
style #2218
The only thing tougher than our materials are our standards of quality. Keep your feet safe and comfortable for years to come in a new pair of Red Wings.
RED WING SHOES®
DEALER AREA
99-006B

1 column width x 7.5 inch height

Red Wing Shoes - Steel Toe Ads

On all ads, substitute your preferred style number, boot visual or copy block.

When safety counts, count on Red Wings.
style #4454
Steel Toe
Static-Dissipative
The only thing tougher than our materials are our standards of quality. Keep your feet safe and comfortable for years to come in a new pair of Red Wings.
RED WING SHOES®
DEALER AREA
99-006C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - TECH-TOE® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Just like steel toe.
Except there's no steel.
style #2420
ComfortForce®
TECH-TOE®
Electrical Hazard Rated
Our TECH-TOE® cap gives you lightweight, non-metallic protection that passes the same rigorous tests our steel toe footwear goes through.
RED WING SHOES®
DEALER AREA
99-007A

2 column width x 7.5 inch height

Just like steel toe. Except there's no steel.
style #2420
Our TECH-TOE® cap gives you lightweight, non-metallic protection that passes the same rigorous tests our steel toe footwear goes through.
RED WING SHOES®
DEALER AREA
99-007B

1 column width x 7.5 inch height

Red Wing Shoes - TECH-TOE® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Just like steel toe.
Except there's no steel.
style #2420
ComfortForce®
TECH-TOE®
Electrical Hazard Rated
Our TECH-TOE® cap gives you lightweight, non-metallic protection that passes the same rigorous tests our steel toe footwear goes through.
RED WING SHOES®
DEALER AREA
99-007C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Insulated Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Winter.
Bring it on.
style #849
Insulated
Cold, nasty weather is a fact of life. Fortunately, you can always count on your Red Wings for superior protection.
RED WING SHOES®
DEALER AREA
99-008A

2 column width x 7.5 inch height

Winter.
Bring it on.
style #849
Cold, nasty weather is a fact of life. Fortunately, you can always count on your Red Wings for superior protection.
RED WING SHOES®
DEALER AREA
99-008B

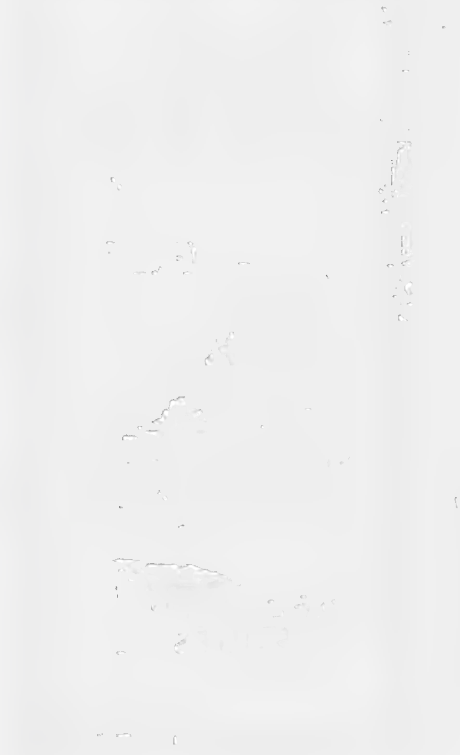
1 column width x 7.5 inch height

Red Wing Shoes - Insulated Ads

On all ads, substitute your preferred style number, boot visual or copy block.

2 column width x 5.5 inch height

1 column width x 5.5 inch height



Red Wing Shoes - Insulated/Waterproof Ads

On all ads, substitute your preferred style number, boot visual or copy block.

2 column width x 7.5 inch height

Warm no matter what. Dry no matter what.
style #815
Nothing ruins a day like cold, wet feet. Luckily, nothing protects you better than waterproof and insulated Red Wings.
RED WING SHOES®
DEALER AREA
99-009B

1 column width x 7.5 inch height

Red Wing Shoes - Insulated/Waterproof Ads

On all ads, substitute your preferred style number, boot visual or copy block.

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Waterproof Ads

On all ads, substitute your preferred style number, boot visual or copy block.

You can trust our boots a lot more than you can trust the forecast.
style #2283
ComfortForce®
Waterproof
Steel Toe
Electrical Hazard Rated
When mother nature changes her mind, isn't it nice to know you don't have to go home and change your boots? See your Red Wing dealer today.
RED WING SHOES®
DEALER AREA
99-010A

2 column width x 7.5 inch height

You can trust our boots a lot more than you can trust the forecast.
style #2283
When mother nature changes her mind, isn't it nice to know you don't have to go home and change your boots? See your Red Wing dealer today.
RED WING SHOES®
DEALER AREA
99-010B

1 column width x 7.5 inch height

Red Wing Shoes - Waterproof Ads

On all ads, substitute your preferred style number, boot visual or copy block.

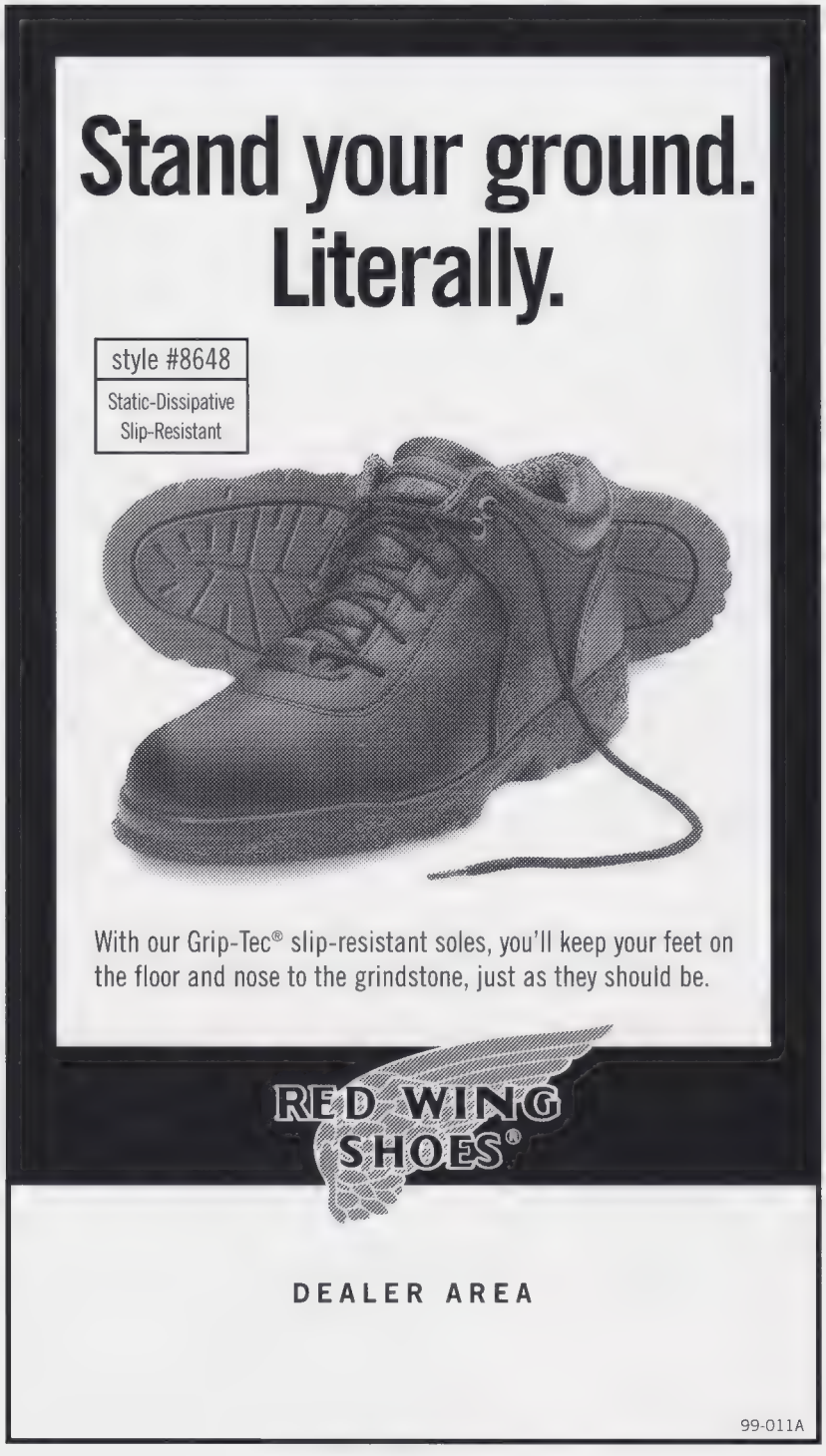
You can trust our boots a lot more than you can trust the forecast.
style #983
ComfortForce®
Waterproof
When mother nature changes her mind, isn't it nice to know you don't have to go home and change your boots? See your Red Wing dealer today.
RED WING SHOES®
DEALER AREA
99-010C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Grip-Tec® Ads

On all ads, substitute your preferred style number, boot visual or copy block.


Stand your ground. Literally.
style #8648
Static-Dissipative Slip-Resistant
With our Grip-Tec® slip-resistant soles, you'll keep your feet on the floor and nose to the grindstone, just as they should be.
RED WING SHOES®
DEALER AREA
99-011A

2 column width x 7.5 inch height

Stand your ground. Literally.
style #8648
With our Grip-Tec® slip-resistant soles, you'll keep your feet on the floor and nose to the grindstone, just as they should be.
RED WING SHOES®
DEALER AREA
99-011B

1 column width x 7.5 inch height

Red Wing Shoes - Grip-Tec® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Stand your ground. Literally.
style #8982
Static-Dissipative Slip-Resistant
With our Grip-Tec® slip-resistant soles, you'll keep your feet on the floor and nose to the grindstone, just as they should be.
RED WING SHOES®
DEALER AREA
99-011C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Pecos® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Respected on ranches everywhere.
style #1104
Ranches. Oil rigs. Construction sites. Wherever hard work is found, Red Wings are never far behind.
RED WING SHOES®
DEALER AREA
99-012A

2 column width x 7.5 inch height

Respected on ranches everywhere.
style #1104
Ranches. Oil rigs. Construction sites. Wherever hard work is found, Red Wings are never far behind.
RED WING SHOES®
DEALER AREA
99-012B

1 column width x 7.5 inch height

Red Wing Shoes - Pecos® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Respected on ranches everywhere.
style #1155
Ranches. Oil rigs. Construction sites. Wherever hard work is found, Red Wings are never far behind.
RED WING SHOES®
DEALER AREA
99-012C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Pecos® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

They earn their spurs day in and day out.
style #1178
In the world of horses, saddles and long-horned steer, only Red Wings have proven themselves for over ninety years.
RED WING SHOES®
DEALER AREA
99-013A

2 column width x 7.5 inch height

They earn their spurs day in and day out.
style #1178
In the world of horses, saddles and long-horned steer, only Red Wings have proven themselves for over ninety years.
RED WING SHOES®
DEALER AREA
99-013B

1 column width x 7.5 inch height

Red Wing Shoes - Pecos® Ads

On all ads, substitute your preferred style number, boot visual or copy block.

They earn their spurs day in and day out.
style #1132
ComfortForce®
In the world of horses, saddles and long-horned steer, only Red Wings have proven themselves for over ninety years.
RED WING SHOES®
DEALER AREA
99-013C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Work Casual Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Look good all fifteen hours of your shift.
style #8655
Who says style and performance don't mix? See your Red Wing dealer for our full line of stylish, hard-working footwear.
RED WING SHOES®
DEALER AREA
99-014A

2 column width x 7.5 inch height

Look good all fifteen hours of your shift.
style #8655
Who says style and performance don't mix? See your Red Wing dealer for our full line of stylish, hard-working footwear.
RED WING SHOES®
DEALER AREA
99-014B

1 column width x 7.5 inch height

Red Wing Shoes - Work Casual Ads

On all ads, substitute your preferred style number, boot visual or copy block.

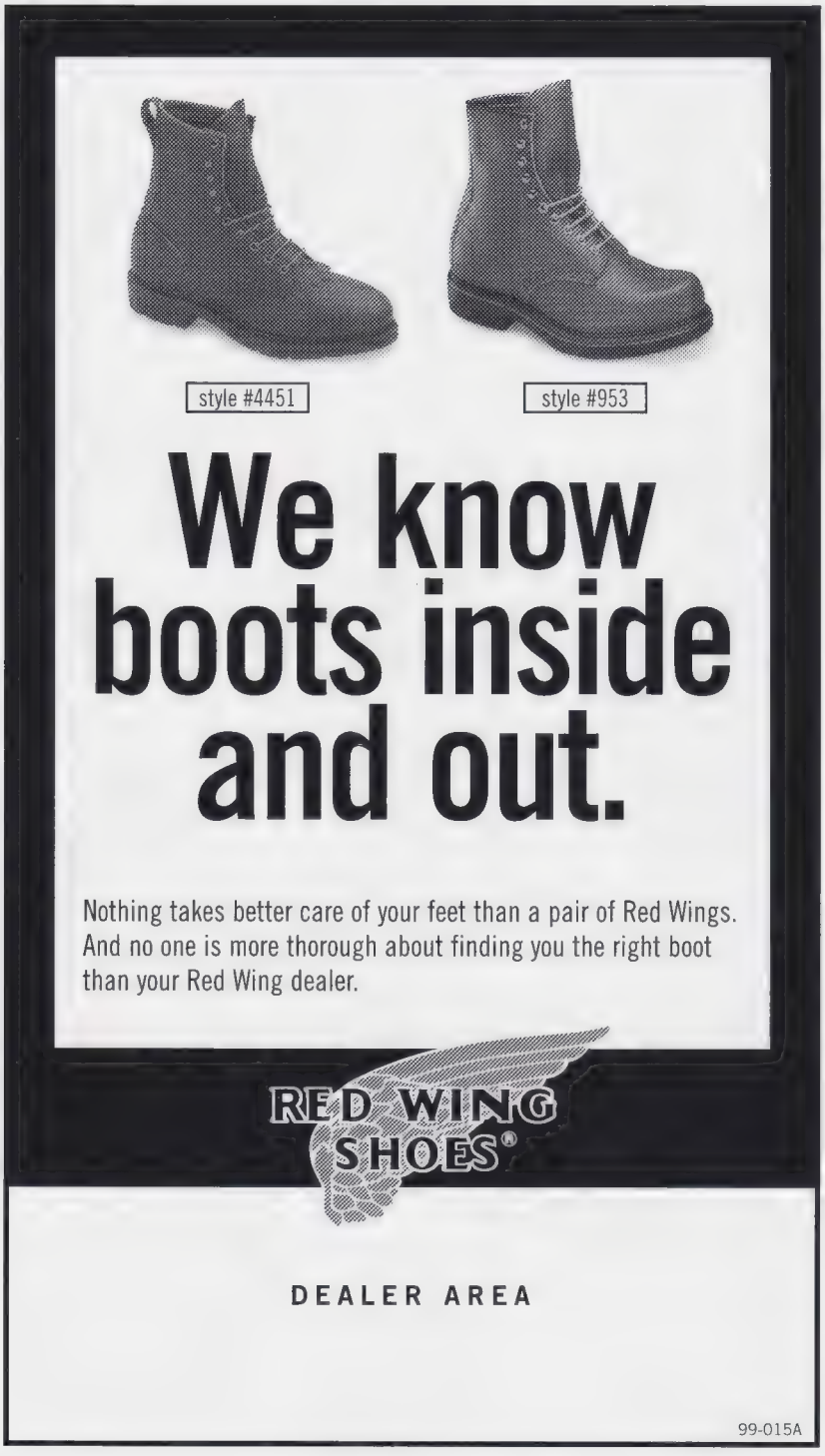
Look good all fifteen hours of your shift.
style #8614
Static-Dissipative
Who says style and performance don't mix? See your Red Wing dealer for our full line of stylish, hard-working footwear.
RED WING SHOES®
DEALER AREA
99-014C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Service Ads

On all ads, substitute your preferred style number, boot visual or copy block.

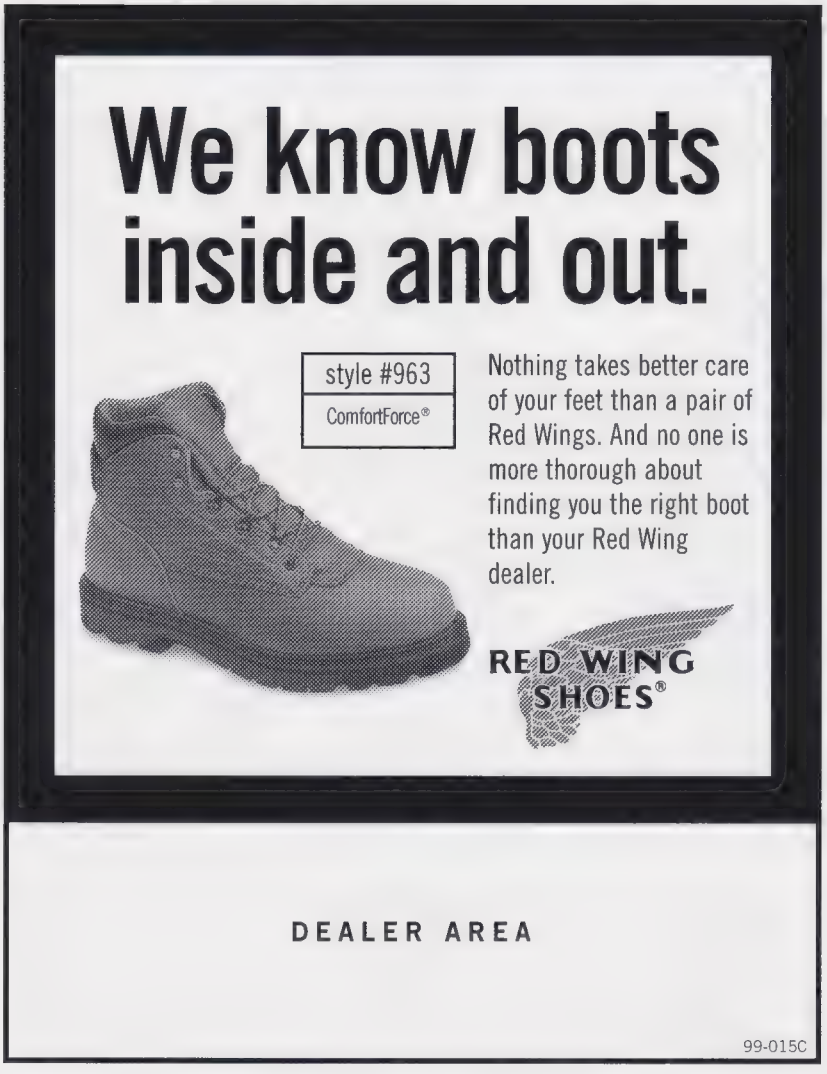

style #4451
style #953
We know boots inside and out.
Nothing takes better care of your feet than a pair of Red Wings. And no one is more thorough about finding you the right boot than your Red Wing dealer.
RED WING SHOES®
DEALER AREA
99-015A

2 column width x 7.5 inch height

1 column width x 7.5 inch height

Red Wing Shoes - Service Ads

On all ads, substitute your preferred style number, boot visual or copy block.


We know boots inside and out.
style #963
ComfortForce®
Nothing takes better care of your feet than a pair of Red Wings. And no one is more thorough about finding you the right boot than your Red Wing dealer.
RED WING SHOES®
DEALER AREA
99-015C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Service Ads

On all ads, substitute your preferred style number, boot visual or copy block.

style #963
style #595
Old-fashioned service and proud of it.
At Red Wing Shoes, we take care of you long after you walk out the door. From stitches to soles, our service is the best in the industry.
RED WING SHOES®
DEALER AREA
99-016A

2 column width x 7.5 inch height

Old-fashioned service and proud of it.
style #963
style #595
At Red Wing Shoes, we take care of you long after you walk out the door. From stitches to soles, our service is the best in the industry.
RED WING SHOES®
DEALER AREA
99-016B

1 column width x 7.5 inch height

Red Wing Shoes - Service Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Old-fashioned service and proud of it.
style #2245
Steel Toe
At Red Wing Shoes, we take care of you long after you walk out the door. From stitches to soles, our service is the best in the industry.
RED WING SHOES®
DEALER AREA
99-016C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Holiday Ads

On all ads, substitute your preferred style number, boot visual or copy block.

It's more than a gift. It's a way of life.
style #877
Treat someone special this holiday with a new pair of Red Wings. Standard equipment at job sites for over ninety years.
RED WING SHOES®
DEALER AREA
99-017A

2 column width x 7.5 inch height

It's more than a gift. It's a way of life.
style #877
Treat someone special this holiday with a new pair of Red Wings. Standard equipment at job sites for over ninety years.
RED WING SHOES®
DEALER AREA
99-017B

1 column width x 7.5 inch height

Red Wing Shoes - Holiday Ads

On all ads, substitute your preferred style number, boot visual or copy block.

It's more than a gift. It's a way of life.
style #8633
Static-Dissipative
Treat someone special this holiday with a new pair of Red Wings. Standard equipment at job sites for over ninety years.
RED WING SHOES®
DEALER AREA
99-017C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Holiday Ads

On all ads, substitute your preferred style number, boot visual or copy block.

style #595
style #877
Be good until Christmas. It's worth it.
If there's ever been a reason to stay out of trouble, a new pair of Red Wings is it. Happy Holidays from Red Wing Shoes.
RED WING SHOES®
DEALER AREA
99-018A

2 column width x 7.5 inch height

Be good until Christmas. It's worth it.
style #877
If there's ever been a reason to stay out of trouble, a new pair of Red Wings is it. Happy Holidays from Red Wing Shoes.
RED WING SHOES®
DEALER AREA
99-018B

1 column width x 7.5 inch height

Red Wing Shoes - Holiday Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Be good until Christmas.
It's worth it.
style #877
If there's ever been a reason to stay out of trouble, a new pair of Red Wings is it. Happy Holidays from Red Wing Shoes.
RED WING SHOES®
DEALER AREA
99-018C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Fathers Day Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Tell Dad you love him without getting all mushy.
style #2156
Nothing says, "I love you, Dad" better than a new pair of Red Wing work boots. See your dealer today.
RED WING SHOES®
DEALER AREA
99-019A

2 column width x 7.5 inch height

Tell Dad you love him without getting all mushy.
style #2156
Nothing says, "I love you, Dad" better than a new pair of Red Wing work boots. See your dealer today.
RED WING SHOES®
DEALER AREA
99-019B

1 column width x 7.5 inch height

Red Wing Shoes - Fathers Day Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Tell Dad you love him without getting all mushy.
style #2156
Nothing says, "I love you, Dad" better than a new pair of Red Wing work boots. See your dealer today.
RED WING SHOES®
DEALER AREA
99-019C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Sale Ads

On all ads, substitute your preferred style number, boot visual or copy block.

style #1226
style #2264
Unlike our boots, this sale won't last forever.
Red Wings have been known to last for decades. Unfortunately, we have to end this sale at some point. Hurry in to your nearest Red Wing dealer.
RED WING SHOES®
DEALER AREA
99-020A

2 column width x 7.5 inch height

Unlike our boots, this sale won't last forever.
style #1226
Red Wings have been known to last for decades. Unfortunately, we have to end this sale at some point. Hurry in to your nearest Red Wing dealer.
RED WING SHOES®
DEALER AREA
99-020B

1 column width x 7.5 inch height

Red Wing Shoes - Sale Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Unlike our boots, this sale won't last forever.
style #931
ComfortForce®
Red Wings have been known to last for decades. Unfortunately, we have to end this sale at some point. Hurry in to your nearest Red Wing dealer.
RED WING SHOES®
DEALER AREA
99-020C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Sale Ads

On all ads, substitute your preferred style number, boot visual or copy block.

style #4470
style #4441
On sale today, on the job tomorrow.
The only thing better than a pair of Red Wings is a pair of Red Wings on sale.
RED WING SHOES®
DEALER AREA
99-021A

2 column width x 7.5 inch height

On sale today, on the job tomorrow.
style #1115
The only thing better than a pair of Red Wings is a pair of Red Wings on sale.
RED WING SHOES®
DEALER AREA
99-021B

1 column width x 7.5 inch height

Red Wing Shoes - Sale Ads

On all ads, substitute your preferred style number, boot visual or copy block.

On sale today, on the job tomorrow.
style #981
ComfortForce®
The only thing better than a pair of Red Wings is a pair of Red Wings on sale.
RED WING SHOES®
DEALER AREA
99-021C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Sales Ad

On all ads, substitute your preferred style number, boot visual or copy block.

style #1115

style #1212

style #204

On sale today, on the job tomorrow.

The only thing better than a pair of Red Wings is a pair of Red Wings on sale.

RED WING SHOES®

DEALER AREA

99-021E

3 column width x 9.5 inch height

Red Wing Shoes - Grand Opening Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Grand opening. Superb footwear.

style #964
ComfortForce®

Stop in to the newest Red Wing dealer in your neighborhood. And find out why so many people just won't go to work without their Red Wings.

RED WING SHOES®

DEALER AREA

99-022A

2 column width x 7.5 inch height

Grand opening. Superb footwear.

style #964

Stop in to the newest Red Wing dealer in your neighborhood. And find out why so many people just won't go to work without their Red Wings.

RED WING SHOES®

DEALER AREA

99-022B

1 column width x 7.5 inch height

Red Wing Shoes - Grand Opening Ads

On all ads, substitute your preferred style number, boot visual or copy block.

Grand opening.
Superb footwear.
style #964
ComfortForce®
Stop in to the newest Red Wing dealer in your neighborhood. And find out why so many people just won't go to work without their Red Wings.
RED WING SHOES®
DEALER AREA
99-022C

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Grand Opening Ads

On all ads, substitute your preferred style number, boot visual or copy block.

style #964

style #2231

style #877

Grand opening. Superb footwear.

Stop in to the newest Red Wing dealer in your neighborhood. And find out why so many people just won't go to work without their Red Wings.

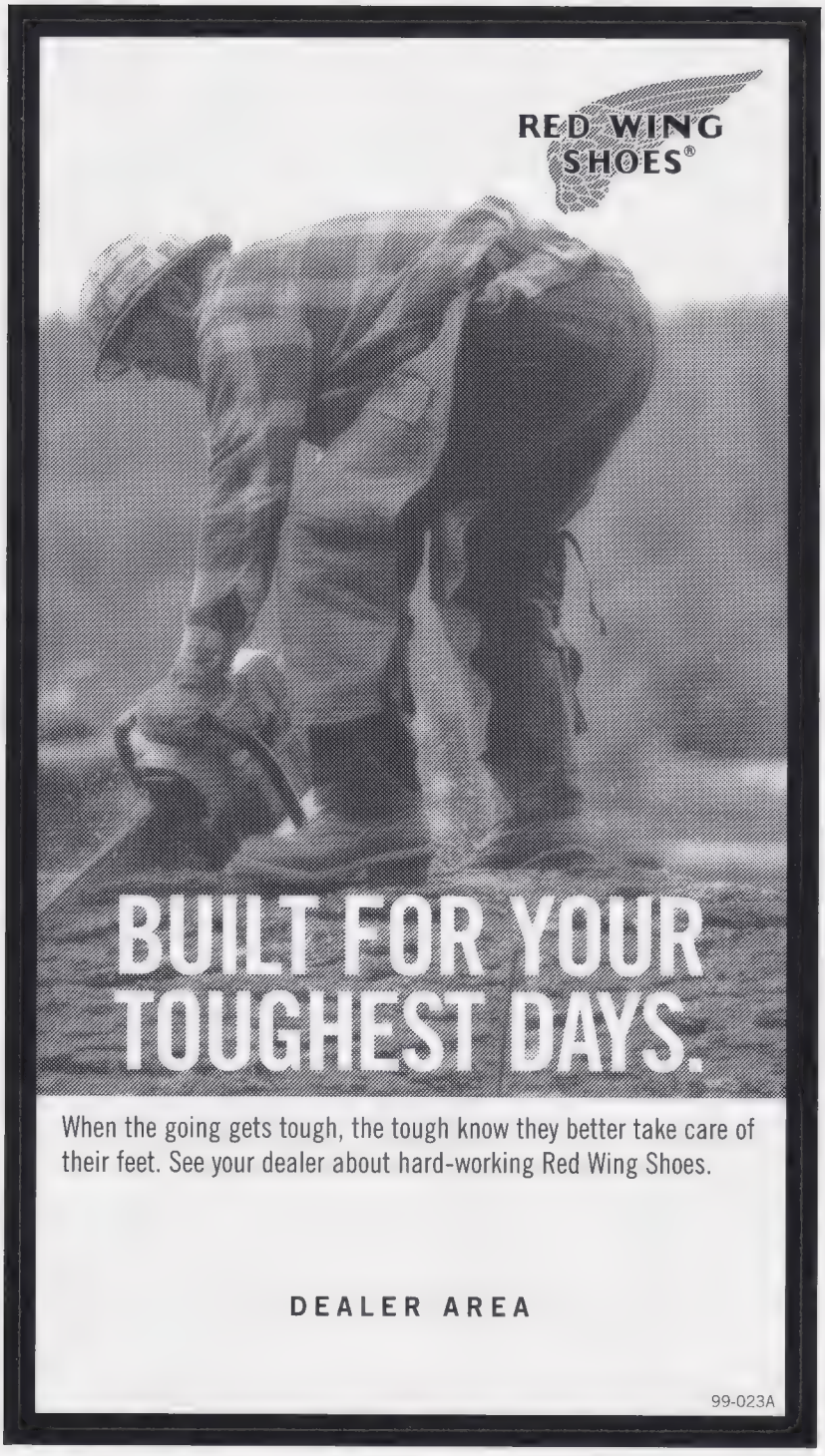
RED WING SHOES®

DEALER AREA

99-022E

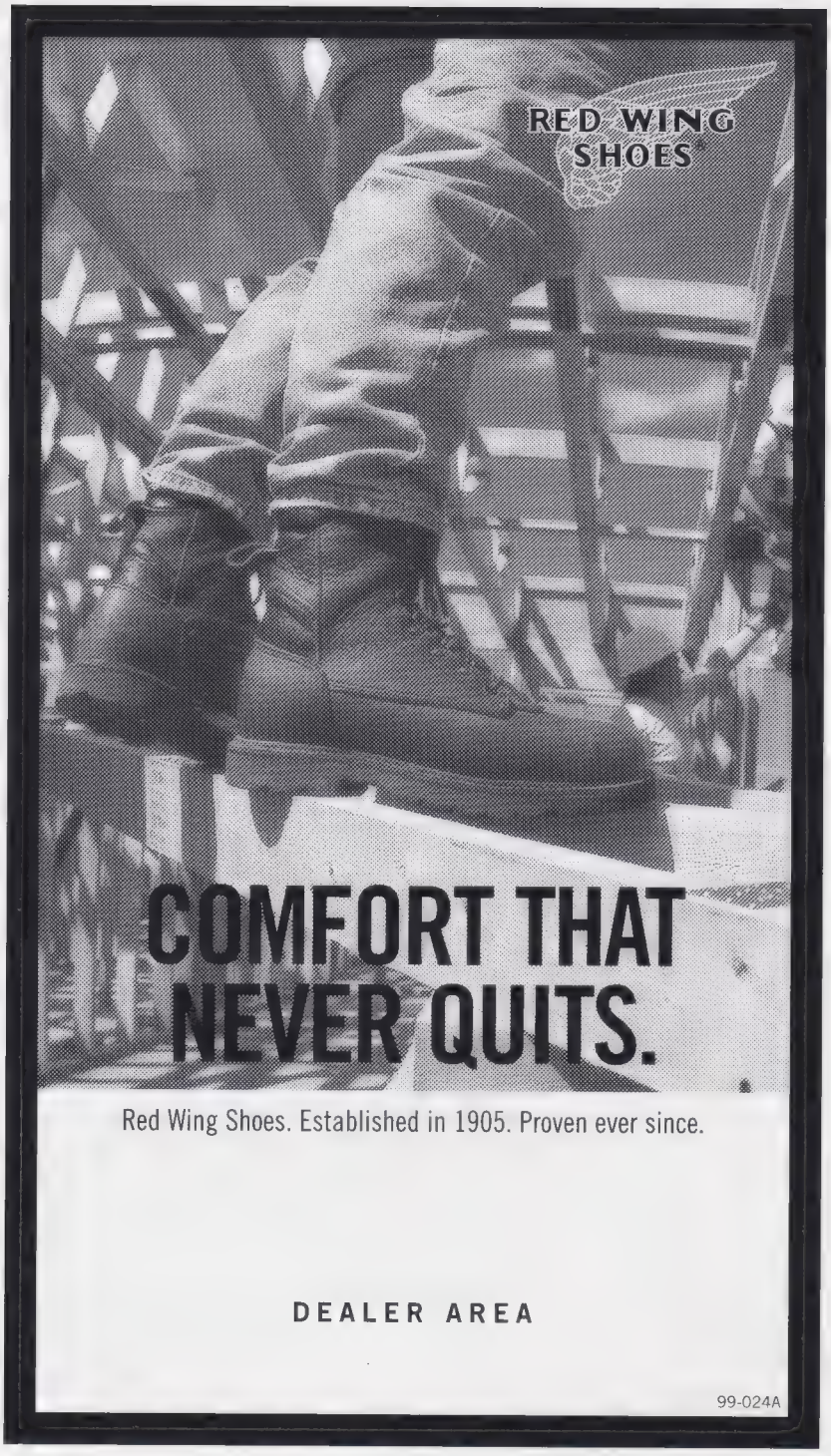
3 column width x 9.5 inch height

Red Wing Shoes - Image Ads


RED WING
SHOES®
BUILT FOR YOUR
TOUGHEST DAYS.
When the going gets tough, the tough know they better take care of their feet. See your dealer about hard-working Red Wing Shoes.
DEALER AREA
99-023A

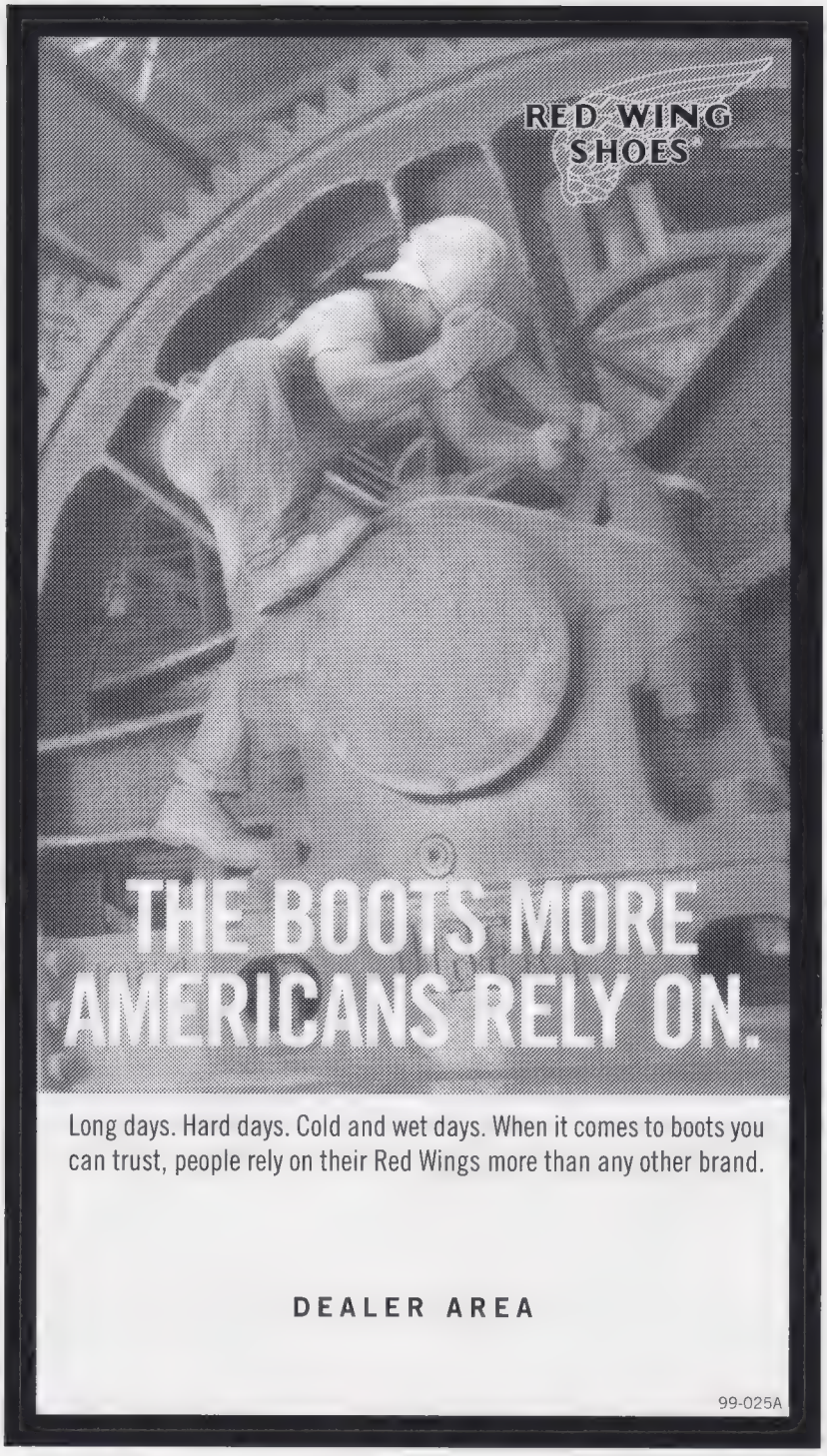
2 column width x 7.5 inch height

Red Wing Shoes - Image Ads



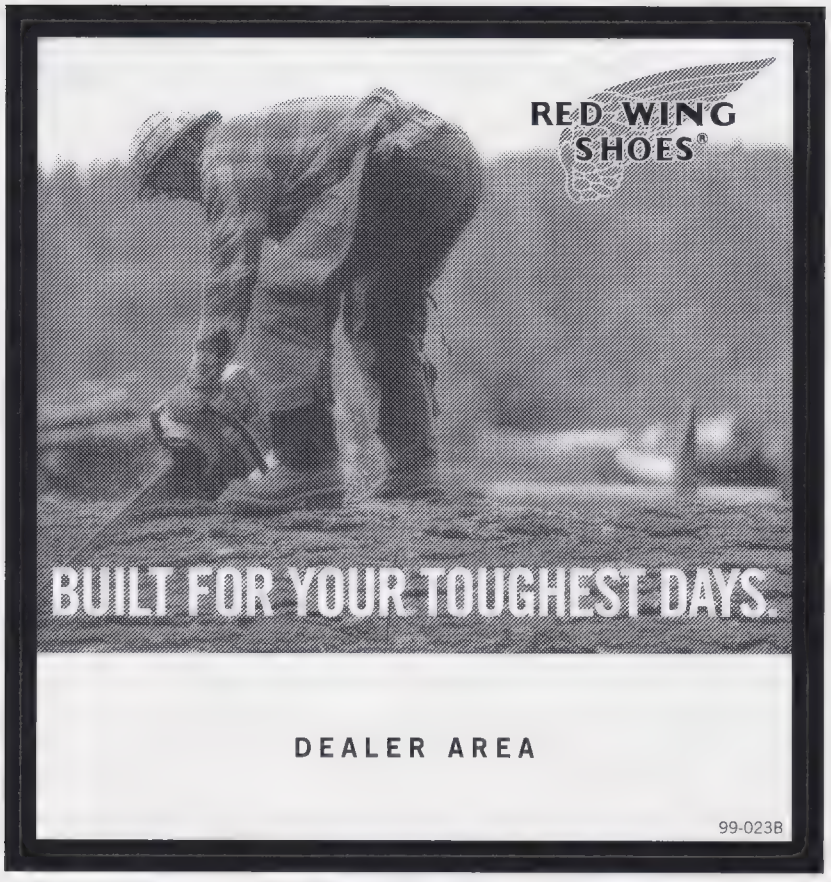
2 column width x 7.5 inch height

Red Wing Shoes - Image Ads

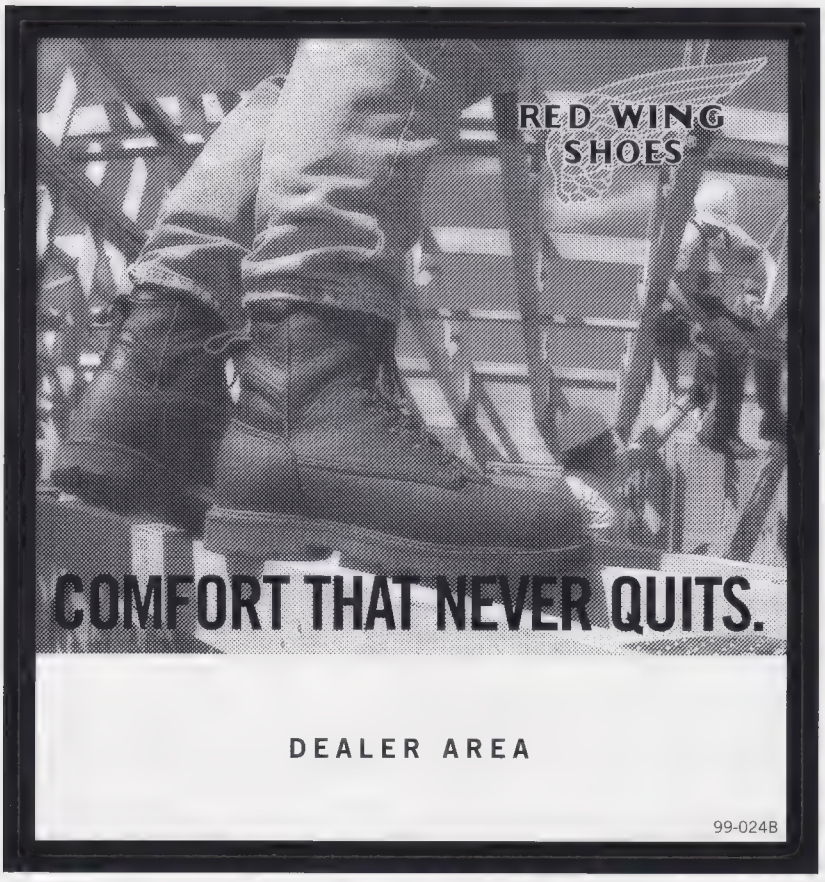

RED WING SHOES
THE BOOTS MORE AMERICANS RELY ON.
Long days. Hard days. Cold and wet days. When it comes to boots you can trust, people rely on their Red Wings more than any other brand.
DEALER AREA
99-025A

2 column width x 7.5 inch height

Red Wing Shoes - Image Ads

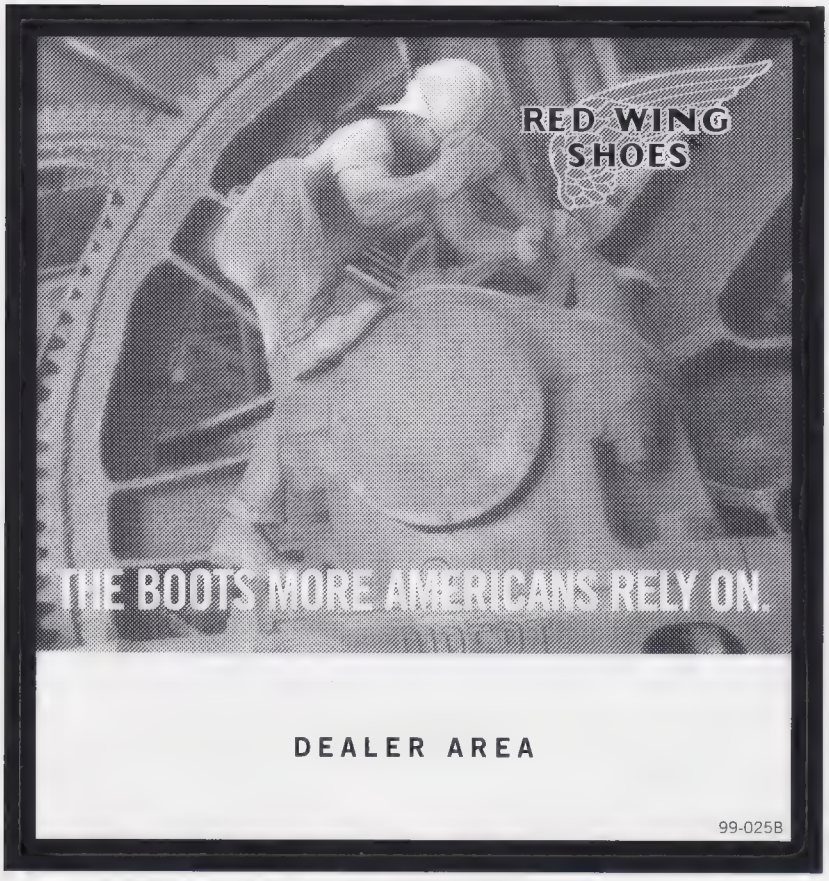


2 column width x 4.5 inch height



2 column width x 4.5 inch height

Red Wing Shoes - Image Ads



2 column width x 4.5 inch height

Red Wing Shoes - Borders

2 column width x 7.5 inch height

1 column width x 7.5 inch height

Red Wing Shoes - Borders

2 column width x 5.5 inch height

1 column width x 5.5 inch height

Red Wing Shoes - Boot Cut Index

style #107 109
style #202 90
style #204 90
style #207 90
style #208 91
style #402 91
style #407 92
style #408 92
style #595 93
style #618 88
style #699 88
style #815 93
style #849 93
style #866 94
style #875 94
style #877 95
style #899 94
style #931 86
style #941 86
style #942 86
style #952 95
style #953 96
style #961 96
style #962 96
style #963 87
style #964 87
style #976 89
style #978 97
style #981 97
style #982 97
style #983 98
style #986 98
style #1104 98
style #1105 99
style #1115 89
style #1116 89
style #1132 88
style #1142 100
style #1155 99
style #1178 100
style #1183 101
style #1212 88
style #1217 101
style #1221 102
style #1222 102
style #1223 104
style #1226 98
style #1227 102
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style #1607 105
style #1622 103
style #2143 105
style #2156 106
style #2215 89
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style #2218 88
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style #2383 79
style #2420 81
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style #6604 83
style #6605 83
style #6684 80
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style #8614 105
style #8622 105
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style #8645 106
style #8648 107
style #8654 107
style #8655 107
style #8665 108
style #8910 107
style #8924 108
style #8925 108
style #8927 108
style #8961 108
style #8963 108
style #8982 109

Red Wing Shoes - Steel Toe Boot Cuts

style #2227
ComfortForce®
Waterproof
Steel Toe
Insulated
Electrical Hazard Rated

style #2227

style #2228
ComfortForce®
Waterproof
Steel Toe
Electrical Hazard Rated

style #2228

style #2229
ComfortForce®
Waterproof
Steel Toe
Insulated
Electrical Hazard Rated

style #2229

Red Wing Shoes - Steel Toe Boot Cuts

style #2231
Steel Toe

style #2231

style #2233
Steel Toe

style #2233

style #2243
Steel Toe

style #2245
Steel Toe

style #2243

style #2245

Red Wing Shoes - Steel Toe Boot Cuts

style #2277

Steel Toe
Electrical Hazard Rated

style #2277

style #2283

ComfortForce®
Waterproof
Steel Toe
Electrical Hazard Rated

style #2283

style #2369

Steel Toe
Electrical Hazard Rated

style #2369

Red Wing Shoes - Steel Toe Boot Cuts

style #2370
Steel Toe
Static-Dissipative
Slip-Resistant

style #2370

style #2372
Steel Toe
Static-Dissipative

style #2372

style #2382
Steel Toe
Static-Dissipative

style #2383
Steel Toe
Static-Dissipative

style #2382

style #2383

Red Wing Shoes - Steel Toe Boot Cuts

style #4411
ComfortForce®
Steel Toe
Insulated
Electrical Hazard Rated

style #4411

style #4417
ComfortForce®
Steel Toe
Insulated
Electrical Hazard Rated

style #4417

style #6684
Steel Toe
Electrical Hazard Rated

style #6685
Steel Toe
Electrical Hazard Rated

style #6684

style #6685

Red Wing Shoes - Steel Toe Boot Cuts

style #4436
ComfortForce®
Steel Toe

style #4436

style #4436
ComfortForce®
Steel Toe

style #4436

style #2420
ComfortForce®
TECH-TOE®
Electrical Hazard
Rated

style #2420

Red Wing Shoes - Steel Toe Boot Cuts

style #4454
Steel Toe
Static-Dissipative

style #4454

style #4464
Steel Toe
Static-Dissipative

style #4464

style #4473
Steel Toe
Puncture-Resistant

style #4473

Red Wing Shoes - Steel Toe Boot Cuts

style #4486

Steel Toe
Electrical Hazard Rated

style #4486

style #6602

Steel Toe
Static-Dissipative

style #6604

Steel Toe
Static-Dissipative

style #6602

style #6604

style #6605

Steel Toe
Static-Dissipative

style #6605

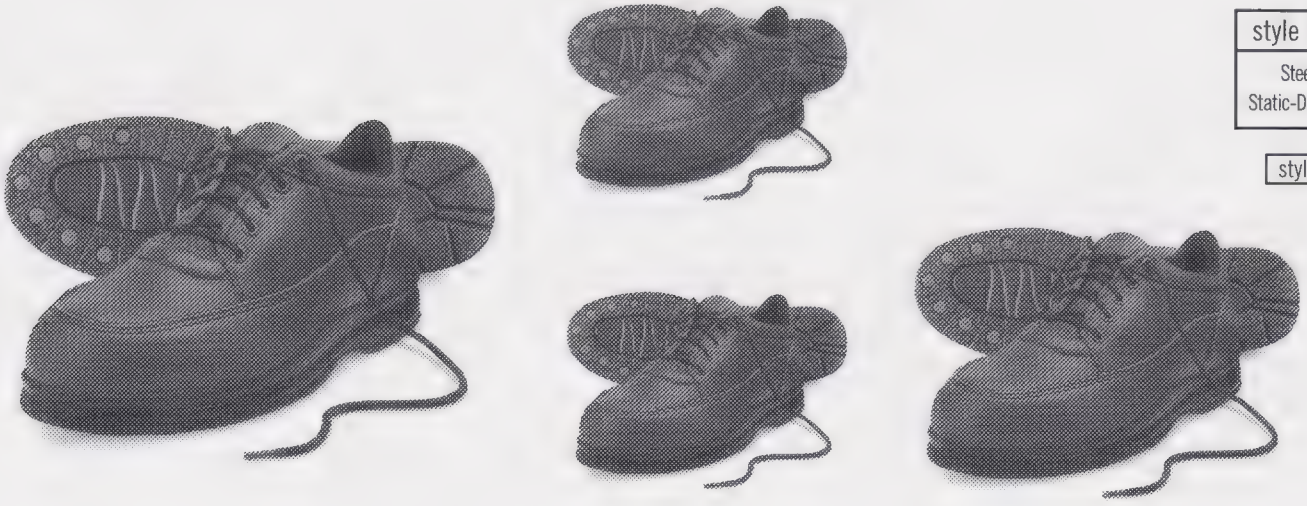
Red Wing Shoes - Steel Toe Boot Cuts

style #4441
Steel Toe
Insulated

style #4441

style #4455
Steel Toe
Static-Dissipative

style #4455



style #4455
Steel Toe
Static-Dissipative

style #4455

Red Wing Shoes - Steel Toe Boot Cuts

style #4407

ComfortForce®
Steel Toe
Electrical Hazard Rated

style #4407

style #4408

ComfortForce®
Steel Toe
U.S. Postal
Electrical Hazard Rated

style #4408

Red Wing Shoes - Steel Toe/Rugged Work Boot Cuts

style #931
ComfortForce®

style #931

style #4451
ComfortForce®
Steel Toe

style #4451

style #941
ComfortForce®

style #941

style #2241
ComfortForce®
Steel Toe
Electrical Hazard
Rated

style #2241

style #942
ComfortForce®

style #2242
ComfortForce®
Steel Toe
Electrical Hazard
Rated

style #2246
ComfortForce®
Steel Toe
Electrical Hazard
Rated

style #942

style #2242

style #2246

Red Wing Shoes - Steel Toe/Rugged Work Boot Cuts

style #963	style #2263
ComfortForce®	ComfortForce® Steel Toe Electrical Hazard Rated

style #963
style #2263

style #963	style #2263
ComfortForce®	ComfortForce® Steel Toe Electrical Hazard Rated

style #963
style #2263

style #964	style #2264
ComfortForce®	ComfortForce® Steel Toe Electrical Hazard Rated

style #964
style #2264

Red Wing Shoes - Steel Toe/Rugged Work Boot Cuts

style #2218
Steel Toe

style #4418
Steel Toe
Insulated

style #699

style #618
Insulated

style #2218
style #4418
style #699
style #618

style #1212
Insulated

style #4412
Insulated
Steel Toe

style #1212
style #4412

style #1132
ComfortForce®

style #4470
ComfortForce®
Steel Toe

style #1132
style #4470

Red Wing Shoes - Steel Toe/Rugged Work Boot Cuts

style #2215
ComfortForce® Steel Toe

style #2216
ComfortForce® Steel Toe

style #1115
ComfortForce®

style #1116
ComfortForce®

style #2215
style #2216
style #1116
style #1115

style #2215
ComfortForce® Steel Toe

style #2216
ComfortForce® Steel Toe

style #1115
ComfortForce®

style #1116
ComfortForce®

style #2215
style #2216
style #1116
style #1115

style #976

style #2476
Steel Toe

style #976
style #2476

Red Wing Shoes - Rugged Work Boot Cuts

style #202

ComfortForce®

style #202

style #204

style #204

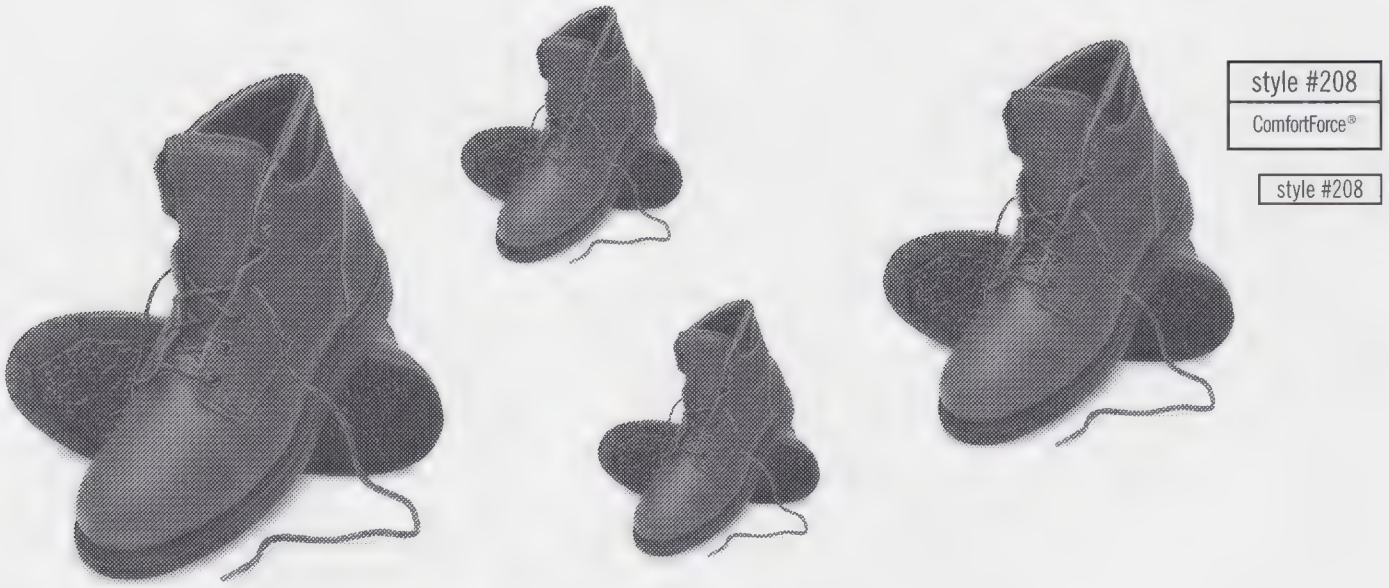
style #207

style #207

Red Wing Shoes - Rugged Work Boot Cuts

style #208
ComfortForce®

style #208



style #208
ComfortForce®

style #208

style #402
ComfortForce®

style #402

Red Wing Shoes - Rugged Work Boot Cuts

style #407

style #407

style #408
ComfortForce®

style #408

style #408
ComfortForce®

style #408

Red Wing Shoes - Rugged Work Boot Cuts

style #595

style #595

style #815

ComfortForce®
Waterproof
Insulated

style #815

style #849

Insulated

style #849

Red Wing Shoes - Rugged Work Boot Cuts

style #866

style #866

style #875

style #875

style #899

style #899

Red Wing Shoes - Rugged Work Boot Cuts

style #877

style #877

style #877

style #877

style #952

style #952

Red Wing Shoes - Rugged Work Boot Cuts

style #953

style #953

style #961

ComfortForce®

style #961

style #962

ComfortForce®

style #962

Red Wing Shoes - Rugged Work Boot Cuts

style #978

style #978

style #981

ComfortForce®

style #981

style #982

ComfortForce®

style #982

Red Wing Shoes - Rugged Work Boot Cuts

style #983
ComfortForce® Waterproof

style #983

style #1226
ComfortForce® Waterproof Insulated

style #986
ComfortForce® Waterproof

style #1226

style #986

style #1104

style #1104

Red Wing Shoes - Rugged Work Boot Cuts

style #1105

style #1105

style #1155

ComfortForce®

style #1155

Red Wing Shoes - Rugged Work Boot Cuts

style #1142
ComfortForce®

style #1142

style #1178

style #1178

Red Wing Shoes - Rugged Work Boot Cuts

style #1183
ComfortForce®
Waterproof

style #1183

style #1217
ComfortForce®
Insulated

style #1217

style #1217
ComfortForce®
Insulated

style #1217

Red Wing Shoes - Rugged Work Boot Cuts

style #1221
ComfortForce®
Insulated

style #1221

style #1222
ComfortForce®
Insulated

style #1222

style #1227
ComfortForce®
Waterproof
Insulated

style #1227

Red Wing Shoes - Rugged Work Boot Cuts

style #1229

ComfortForce®
Waterproof
Insulated

style #1229

style #1606

style #1606

style #1622

Insulated

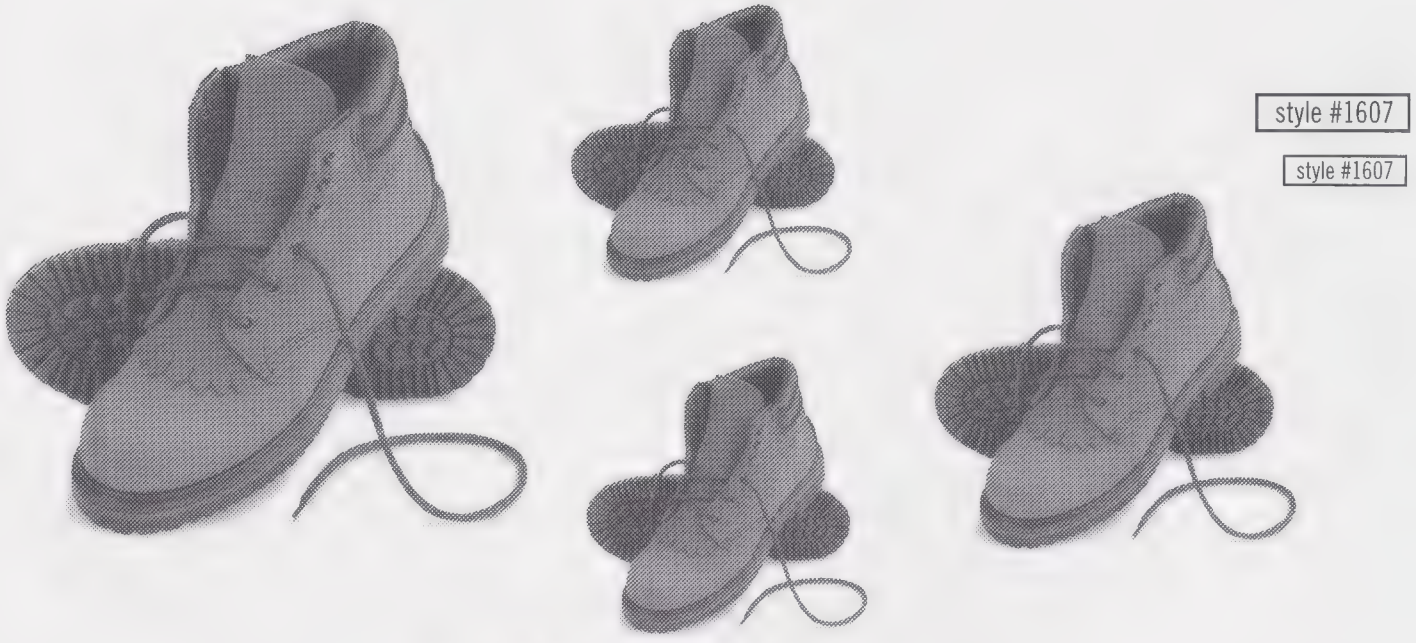
style #1622

Red Wing Shoes - Rugged Work Boot Cuts

style #1223

ComfortForce®
Waterproof
Insulated

style #1223



style #1607

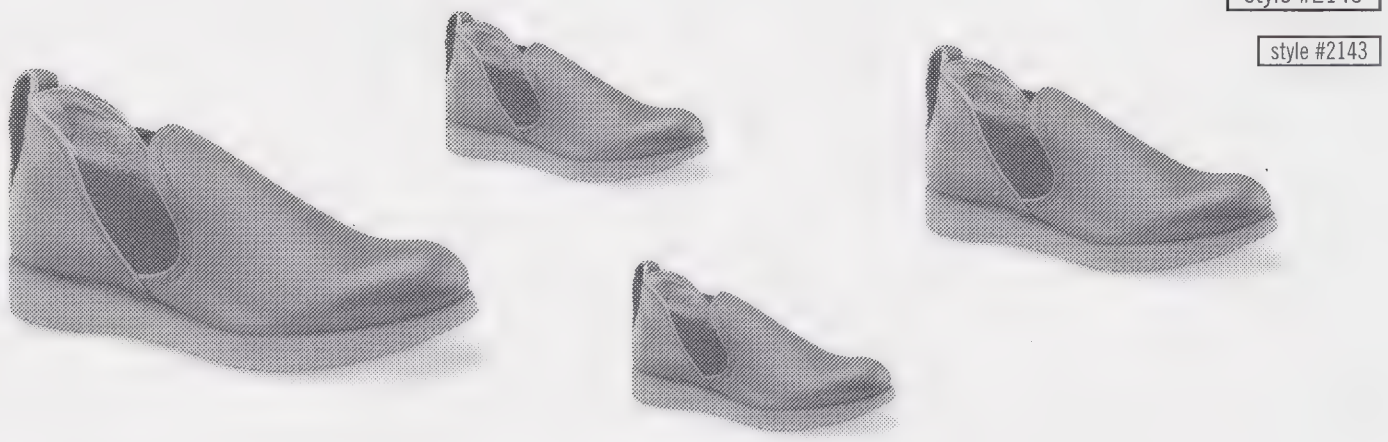
style #1607

style #1607

style #1607

Red Wing Shoes - Work Casual Boot Cuts

style #2143



style #8614
Static-Dissipative

style #8624
Static-Dissipative

style #8622
Static-Dissipative

style #8632
Static-Dissipative

Red Wing Shoes - Work Casual Boot Cuts

Red Wing Shoes - Work Casual Boot Cuts

style #8648
Static-Dissipative
Slip-Resistant

style #8648

style #8654
style #8655

style #8654
style #8655

style #8910

style #8910

Red Wing Shoes - Work Casual Boot Cuts

style #8924
Static-Dissipative

style #8925
Static-Dissipative

style #8924

style #8925

style #8927
Static-Dissipative

style #8927

style #8961
Static-Dissipative

style #8963
Static-Dissipative

style #8961

style #8963

Red Wing Shoes - Work Casual Boot Cuts

style #8982

Static-Dissipative
Slip-Resistant

style #8982

style #107

U.S. Postal

style #107

Red Wing Shoe Company, Inc.

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